

BORA facts and figures

2024

Name	The company group is named after one of the world's strongest katabatic winds, which blows along the Adriatic coast.	
Year of establishment	2007	
Founder	Willi Bruckbauer (b. 1966 in Rosenheim, Germany) is a seventh generation master joiner, a passionate amateur chef and the owner of werkhaus (a company specialising in exclusive interior design and furnishings)	
Employees	Approx. 650 colleagues worldwide from 25 nations	
Sites	Raubling (DE), Niederndorf (AT) and Sydney (AUS)	
Flagship stores	Munich and Herford (DE)	
Sales markets	+40 countries in Europe, Asia, Australia and New Zealand	
Sales network	Approx. 8,000 retail partners worldwide	
Mission	We are revolutionising the kitchen as a living space. With extraordinary products for extraordinary experiences.	
Values	Courageous, innovative, confident, passionate about life and freethinking. BORA is renowned for challenging the status quo and for rethinking the kitchen as a living space with the utmost determination. We are courageous, innovative, confident, passionate about life and freethinking – and this gives rise to our daily pursuit of perfection and the way in which we bring our vision to life and make our mission tangible. These values are incorporated into our products and shape the friendly and mutually respectful way in which we work together.	
Positioning	BORA develops and produces innovative premium built-in kitchen appliances with impressive design standards. The BORA X BO steam oven is the logical progression from the cooktop extractor systems. BORA has thus gone from a cooktop extractor specialist to a specialist in the kitchen as a living space. The design blends seamlessly into that of the kitchen, allowing users to focus on what really matters: spending time with others.	
BORA	More than cooking. We transform kitchens from functional rooms into genuine living spaces. Through innovative products and services that simplify cooking and promote a healthy lifestyle.	
Awards	Company kununu Top Company (2023, 2024) Top-Arbeitgeber Tirol (2023) FOCUS Top Arbeitgeber (2022, 2023) TOP 100 (2018) Deutscher Gründerpreis (2010) 365 Orte im Land der Ideen (2009)	Products Red Dot Award iF Design Award Plus X Award German Design Award